



Town Street Bridge design,
Courtesy of Burgess & Niple



Main Street Bridge design,
Courtesy of DLZ Ohio, Inc.

Strategy Four—
Goal: To create a Riverfront Park for visitors, residents and office workers to enjoy outdoor activities.

Gay/Long Street Neighborhood

The plan also identifies the Gay/Long Street corridors as an excellent location for new residential—primarily upper level with ground floor retail, entertainment or office. Long Street has become a new entertainment zone with six clubs offering music, food, DJs and outside patios seven nights a week.

The ConneXtion Lofts at Third and Long Streets will bring market-rate housing to this neighborhood by Spring 2003.

Strategy Five—
Goal: To change downtown traffic and transit patterns to create a better street ambiance and pedestrian experience.

4. Create a Downtown Park System Anchored by a New Riverfront Park and Promenade

Downtown park systems are critical components of successful downtowns. The Downtown Plan will create more greenspace by linking existing parks with a new Scioto Riverfront park.

North Bank Park

The 11-acre North Bank Park is now under development with \$7.75 million in funding from the State of Ohio. In April 2002, the park received a valuable gift of land from AEP—a one-third-acre parcel. The park will front the Scioto River between Spring and Long Streets and will open in 2004. Boating, biking and other activities are included in the planning.

New Town and Main Street Bridges

Columbus gave the go-ahead in the summer on two new downtown bridge designs. Both the Town and Main Street bridges will now move forward on reconstruction. The Main Street bridge will be finished by 2006, while the Town Street bridge will follow two years later.

Riverfront Park

Detailed planning for the new Riverfront Park began in September with City Council authorizing \$536,500 in state funding for design, horticulture, lighting and other park features. Michael van Valkenburgh Associates, creators of the original park concept, will work on the project.

5. Improve Parking and the Movement of Cars, Transit and People

In the Summer of 2002, Continental Real Estate announced that it will build two new buildings on the cap of the new I-670 overpass bridge being built on High Street north of Goodale. This innovative project consisting of two, one-story retail buildings of 12,000 and 14,000 square feet respectively will serve as the gateway to the Short North Arts District.

On another front, COTA is working with Capitol South to replace older, tinted bus shelters with newer contemporary ones to improve the appearance of High Street.

City Council President Matt Habash welcomes cyclists to Downtown Columbus.



Fall 2002

Columbus Downtown
Development Corporation

Downtown— The Region's Economic Engine

On April 17, Columbus Mayor Michael B. Coleman stepped onstage at the Southern Theater to reveal the details of a community-based effort designed to restore strength and vitality to Downtown Columbus.

With that announcement, the Downtown Plan was launched, beginning the process of revitalization. Since then nearly \$60 million in private investment commitments, along with an impressive series of legislative activities under the leadership of Columbus City Council President Matt Habash, has jumpstarted downtown development. The result? Huge strides in restoring confidence in the future of our center city.

New Downtown Development Resource Center

The Downtown Development Resource Center opened for business at 20 E. Broad Street and is home to the City of Columbus' Downtown Development Office, Capitol South Community Urban Redevelopment Corporation, the Downtown Commission, Capital Crossroads Special Improvement District (SID) and the Columbus Downtown Development Corporation, the organization with overall responsibility for implementing the plan. Stop by for a visit—or call for information at 614-645-5001.

Mayor Coleman announcing ConneXtions Lofts with Councilwoman Maryellen O'Shaughnessy and John Rosenberger from Capitol South.



Columbus Downtown Development Corporation

Tom Lussenhop, an urban planning and real estate professional responsible for the rebirth of the University of Pennsylvania urban campus in Philadelphia, has been named the first President and Chief Executive Officer of the Columbus Downtown Development Corporation. Lussenhop has worked on urban projects totaling more than \$580 million over the last 15 years.

Columbus Downtown Development Corporation will raise private capital and work closely with the city to attract new development. In addition to hiring a president, the organization has—

- Named E. Linn Draper Jr., CEO American Electric Power as Chairman of the Board
- Raised private funds to support operating expenses
- Established offices in the new Downtown Development Resource Center

A Progress Report

In the six months since the announcement, the plan has exceeded expectations in its ability to make people look at Downtown Columbus with fresh eyes. More downtown housing has broken ground in the last six months than in the last 20 years. And for the first time, city government has put in place an economic program that is attracting developers to downtown projects. Companies are moving employees and businesses Downtown, and retailers are opening shops in vacant space at City Center Mall. Finally, the plan has fostered renewed commitment to a downtown park system. All this shows an impressive start to a process that will culminate in 2012 at Columbus' Bicentennial.

Fact: \$60 million in private investment commitments have been announced Downtown since the plan was launched in April.



Columbus Downtown
Development Corporation



Action Strategies

The plan sets in place five action strategies, which guide Downtown development activity. These are—

- Build more downtown housing
- Stabilize the downtown office market
- Concentrate new, mixed-use development in proposed RiverSouth neighborhood and along Gay Street
- Create a downtown park system anchored by a new Riverfront Park
- Improve parking and the movement of cars, transit and people

Strategy One—
Goal: Develop
10,000 housing units
in the next 10 years.

Action Strategies—Update

1. Build More Downtown Housing

New downtown housing has emerged as a cornerstone of the revitalization efforts. At the halfway mark into the first year of the plan, 1,243 market-rate and affordable housing units have been announced or are under construction.

New Downtown Housing Projects

Arena Crossing—Nationwide Realty Investors, 252 market-rate rental units. Announced July 2002.

Renaissance—Plaza Properties, 60 market-rate condominiums, many with live/work space. Groundbreaking, May 2002.

Gardens at Grant—Berardi Partners, 44 market-rate rental units in design. Plan for a 2002 groundbreaking.

High Street Apartments—Casto Communities, 100 market-rate rental units. Announced April 2002.

ConneXtions Lofts—Spectrum Development, 62 mid-priced condominiums in converted Ameritech Building. Announced August 2002.



The Renaissance Rendering



ConneXtions Loft Rendering



Arena Crossing Rendering

Downtown and near Downtown Housing Projects Underway

Brewers Yard—Capital Square LTD, with 317 market-rate rental units. Groundbreaking, Fall 2001.

Liberty Place—Winther Investments with 308 market-rate rental units. Construction start, September 2002.

Commons at Grant—National Church Residences, 100 affordable rental units. Groundbreaking, December 2001.

City Council—Legislative Action

Columbus City Council and Mayor Coleman have created a package of financial incentives to spur downtown residential development. These are designed to close the price gap between the cost of developing properties Downtown versus outlying areas. They also make it economically feasible to build housing that rents or sells at market prices.

The incentives for downtown housing include the following:

- 100% tax abatement for downtown housing when it is affordable, for students, in converted office space, or located in three, targeted neighborhoods: RiverSouth, Gay/Long corridor or Arena District.
- 75% tax abatement, as of right, for any new construction of housing Downtown.
- Utility tap fee credits for downtown housing to reduce the cost of expensive infrastructure.

2. Stabilize the Downtown Office Market

The Downtown Business Plan puts in place a strategy for moving tenants into vacant office space. Already this has reaped benefits. Nearly 300 jobs have already moved Downtown as a direct result of the Columbus Office Incentive Program. This new program creates a system for rewarding new and existing businesses when they add new jobs Downtown. It also gives greater incentives to those organizations that lease additional space Downtown.

Taking advantage of that program, AEP moved 261 employees from locations in outlying areas into its Downtown headquarters building. Central State Building Services Council will move its union offices from Youngstown to Columbus and bring 10 new employees. Hawk Galleries has opened a dramatic art



Hawk Galleries

gallery on the corner of Main and Fourth Streets converting the old Block Furniture store into exhibition space. The building complements the elegant restoration of the Hartman Building across the street. Developers have also announced the construction of smaller office buildings and renovation projects, which will gradually lead to more business activity Downtown.

Council Legislative Action

- Enacted the Columbus Office Incentive Program—to reward businesses with a financial payment when they create jobs Downtown.

- Enacted the Columbus Office Retention Program—to reward businesses already located Downtown that create new jobs, add staff and lease more office space. Businesses and organizations can receive financial rewards for one to three years depending on the number of new jobs added and the amount of additional space occupied.
- Passed ordinances to reward AEP and Central State Building Services Council for moving jobs to Downtown Columbus—a direct financial payment equal to 50% of the city payroll taxes on new hires for three years.

3. Concentrate New, Mixed-Use Development in Proposed RiverSouth Neighborhood and Along Gay Street.

New RiverSouth Neighborhood

The Downtown Plan supports City Center Mall by creating a new RiverSouth neighborhood that will enliven the area with people. The neighborhood is bounded by State Street on the north, the Franklin County Office Complex on the south, High Street on the east and the Scioto River on the west.

The first sign of this new neighborhood will emerge as High Street Apartments, built by Casto Communities. Set to begin construction by year end, the new apartments will lease at market-rate prices and will include 100 units on the east side of High Street between Rich and Main Streets.

Another project proposed by MAS developers would build 85 condominiums on the west side of High Street at the corner of Rich Street.

As a sign of confidence in the future of Downtown, City Center Mall has added seven new retailers since the launch of the Downtown Plan and announced two others. One of the new retailers, XXI Forever, is building its largest store in Central Ohio at City Center.

Strategy Two—
Goal: Reduce
downtown office
vacancy rates so
they equal national
averages in 10 years.

Strategy Three—
Goal: Establish
new mixed-use
neighborhoods
near City Center,
support the mall,
and revitalize
Gay Street.



Long Street Nightclubs